

to provide a review of the item to thereby encourage the first customer to provide at least one review;

receiving the review from the first customer electronically; and
presenting the review to a second customer interested in the item.

3. (Amended) The method of Claim 1, wherein the review includes a textual review.

4. (Amended) The method of Claim 1, wherein the review is a textual review, and in conjunction with representing the textual review to other customers, indicating that the textual review comes from a purchaser of the reviewed item.

5. (Amended) The method as defined in Claim 1, further comprising offering the first customer a reward in exchange for the customer providing a review.

8. (Amended) The method of Claim 1, wherein the first customer accesses a review form using the review request message.

10. (Amended) The method as defined in Claim 1, further comprising using a collaborative filter which, based at least in part on the first customer's review, provides the first customer personalized recommendations for items similar to the reviewed item.

11. (Amended) The method as defined in Claim 1, further comprising requesting the first customer to review a seller of the purchased item on or after the estimated date.

12. (Amended) The method as defined in Claim 1, further comprising:

receiving at least one e-mail address provided by the first customer, the email address being that of a person other than the first customer; and
forwarding the review to the e-mail address.